

St. Marys Business Improvement Area (BIA) Board Meeting Minutes

Date: Monday, Nov. 13, 2017

Location: Town Hall, council chambers, 2rd floor, 175 Queen Street East, St. Marys, ON

Time: 6:30 p.m.

Board members in attendance: Julie Docker-Johnson, Sue Griffiths, Carey Pope, Cindy Taylor, Cathie Szmon

BIA Staff in Attendance: Andrea Macko, Secretary/Communications

General Members in Attendance: Bruce Barnes, Mary Van Den Berge, Casey Van Den Berge, Maggie Richardson, Amie Rankin, Heather Parkinson

Other guests: Stew Slater, St. Marys Journal Argus

Staff in Attendance: Trisha McKibbin, Director of Corporate Services

Agenda Items

1.0 Call to order and confirmation of Quorum

2.0 Declarations of Pecuniary / Conflict of Interest

3.0 Additions to the Agenda (to be added in Section 10.0 Other Business)

4.0 Approval of Agenda

Motion: Carey

Second: Sue

5.0 Approval of Meeting Minutes from Oct. 16, 2017 BIA Board Meeting (attached)

Motion: Sue

Second: Cindy

6.0 Delegations

6.1 Larry & Cal O'Hearn (new owners of the Andrews building), failed to attend

7.0 New Business

None

8.0 Project Updates & Committee Reports

8.1 Treasurer's Report/2018 budget

A copy of the budget to Nov. 11 (attached) was presented. The third installment of the levy has come into the account. The bill for flowers (under "improving public spaces") has been received. A parade donation of \$1,000 has been paid for. Some Christmas items have been added, with a few more being the final items to add to the budget. All annual fees have been paid and HST filing will take place in the new year.

Stacey Wheal, the communications specialist for the Town, reached out to the BIA regarding a WinterLights sponsorship. The BIA is not a sponsor this year because businesses were reached out to and the BIA did not want to do a "double dip" of sponsorship funding.

The BIA did contribute \$20,000 to WinterLights when it was created, and has since paid for new Christmas lights in the downtown. There is a cost to set up the WinterLights, as well as a hydro expense; discussion ensued on whether the BIA should help cover this cost. Trisha will research these costs, as well as how many businesses within the BIA sponsor individual displays at Milt Dunnell Field. It was suggested that next year's budget should include money for new Christmas lights on the side streets.

8.2 Giving Day

Cindy Taylor has spoken with Giving Day organizers. She has also set up St. Marys as a community event so that anyone who wants to participate can sign up as a partner. Search "Giving Day St. Marys" at www.givingtuesday.ca.

Heather Parkinson has created two-side postcards to give to customers as an acknowledgement for giving. They can be personalized and inserted into bags, etc.

This is the first year for Giving Day, so awareness may take a while. The Town of St. Marys will participate, with the United Way as a cause, and information has been sent to all teachers at DCVI. Kingsway Lodge is also participating. Town Council will issue a proclamation declaring that Tuesday, Nov. 28 is Giving Day in St. Marys.

Next steps include promoting Giving Day on social media and contacting media outlets for publicity.

It has to be reinforced that merchants are not asking more of customers, rather, it's about merchants giving back to the community.

8.4 Christmas

The BIA will have a float in this year's Santa Claus Parade; Cascades is making streetscape cutouts. Brian Harris, who has secured radio station BX93 to participate, is using the "Christmas is Golden" theme for his float.

Christmas crackers are available at the Journal, and merchants who have picked them up are encouraged to explain and promote the cracker idea to neighbours. All participating merchants are asked to be open until noon to 5 p.m. during the open house.

8.5 Strategic Planning/Municipal updates

Trisha has now received a very draft version of the strategic plan from Vicki Lass at OMAFRA, who suggests that another discussion should occur to create specific short-, medium- and long-term goals. This discussion should take place before year's end. It was suggested that the scheduled December meeting should be repurposed for this discussion as everyone will be pre-occupied with Christmas.

A new economic development manager has been hired. Kelly Deeks-Johnson, who many will remember as the fundraising planner for the Pyramid Recreation Centre, begins December 4.

The town was successful in receiving a Rural Economic Development (RED) grant to develop a wayfinding signage plan that will be consistent across town. The grant is worth up to \$30,000, with the town and the grant sharing this cost.

There have been many questions and a few applications for the new heritage tax rebates. The paperwork is now available at town hall, in addition to being at the Municipal Operations Centre and online. Successful applicants in either stream will not receive a cheque, but a rebate on their 2018 taxes.

9.0 Correspondence

None

10.0 Other Business

None

11.0 Agenda Items for Future Meetings & Date of Next Board Meeting

There will be no December board meeting at the final strategic plan session will take place. The next board meeting will be Monday, Jan. 8

12.0 Adjournment – 7:21 p.m.

Motion: Sue

2017 BIA Board Meeting Dates

January 9	February 16	March 13	no April board meeting
May 8	June 12	July 10	August 15
September 11	October 16	November 13	no December board meeting

BIA Board: Julie Docker-Johnson (Chair), Sue Griffiths (Treasurer), Councillor Carey Pope, Cathie Szmon, Cindy Taylor

BIA Staff: Andrea Macko

Town of St. Marys Staff: Trisha McKibbin (Director of Corporate Services)

For Information: Brent Kittmer (CAO/Clerk)

2017 Budget

as of Oct 11/17

Objective:

			BUDGET: \$45,000	budget	
Task	Assignee	Description	Deliverable	\$47,584	\$ 18,854.11
Ghost walk		revenue neutral -		\$ 250	
Social media		Fbook posts	july		\$ 25.00
Christmas is Golden - subcommittee			christmas crackers, singers	\$ 8,000	\$ 2,480.00
Heritage BYOP		3-6 event on street co-ordinate with Heritage Day	posters, counter cards,tablecloths, games, chalk,ad, helpers,ad	\$ 1,000	\$ 823.10
Heritage Festival		sponsorship		\$ 1,600	\$ 1,600.00
Ambassador program			aprons, , embroidery, bookmarksx2	\$ 750	\$ 550.64
Fall Décor				\$ 500	
Santa Claus Parade-Kinsmen		sponsorship		\$ 1,000	
			old dma \$		\$ 500.00
Customer Appreciation-Giving Day		random acts of kindness, treats		250	
Keeping Town Clean and Safe					
lighting project		capital funds	\$32,042.19	\$ -	\$ -
Running an Organization					
obiaa membership			membership	\$ 250	\$ 212.25
agm		present 2016 wrap up, 2017 plans	refreshments prizes	\$ 250	\$ 289.75
admin support			mar,apr, may,june, july, aug, sept	\$ 5,000	\$ 2,830.00
bank fees				\$ 50	\$ 25.25
internet				\$ 300	
audit				\$ 950	\$ 900.00
gst costs		portion of gst not recoverable from govt		\$ 700	
office supplies		markers		\$ 250	\$ 12.65